Vegetables were also sold on large scale to public at reasonable rates. Grass is also grown on a large scale to meet the demand in the City.

**1798.** The work of laying out of gardens around Vidhana Soudha was taken up about the beginning of December 1957.

**1799.** Horticulture was made a subject of study in the Higher Secondary and Multi-purpose High Schools. In this connection, a suitable syllabus was formulated both for practical work and theory to be followed in schools.

**1800.** As a result of the increased activities of the Department and the assistance given to farmers it is seen that area under fruits and vegetables is steadily increasing in the districts. There was a great horticultural awakening in rural parts and more and more people were taking to vegetable and fruit growing.

**1801.** Special attention was taken for the development of Horticulture in the rural parts by introducing improved varieties of Horticultural crops and popularisation of the same, providing all technical assistance to the farmers in various matters.

## (vi) Information and Publicity

General

**1802.** The Publicity Organization, which came into existence in 1924 as an associated office of the General and Revenue Secretariat, was re-organized in 1937 with a full-time Publicity Officer and two Assistant Publicity Officers. In 1949, it was again re-organized on a wider basis and was given the status of an independent organization styled as the "Department of Information" with a Principal Information Officer, a Deputy Information Officer and two Assistant Information Officers. The main aim of the re-organization was to ensure greater utility and higher efficiency in the field of publicity.

**1803.** In the year 1955, the Government decided to expand the Department and to systematize and centralize the publicity work. Accordingly, all the publicity units of the Departments of Public Health, Labour and L.S.G. were integrated with the Information Department.

**1804** Consequent upon the reorganization of the State, the District set-up, which was already in existence in the

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four Districts of Bombay-Karnatak, *viz.*, Belgaum, Bijapur, Dharwar and Karwar, consisting of Community Radio Schemes (Rural Broadcasting) and District Publicity (Mass Communication through Mobile Publicity) was also transferred to this Department.

Functions of the Department

**1805.** During the year the Department continued to function as follows:

1. Disseminating the various activities of the Government to the Press and Public by way of issuing Press Notes and News Items.

2. Keeping the Government apprised of the public views by submitting daily a summary of important news known as "Abstract of News".

3. Providing Press Attaches to cover V.I.Ps.' visits and the more important tours of Ministers.

4. Photo coverage of the most important functions wherein Ministers participate and the V.I.Ps.' visit.

5. Liaison between the Government and the Press.

6. Community Radio Scheme and Schemes of Village Broadcasting by means of Radio Receiving Sets.

7. Mass Communication Scheme and Scheme of Film Publicity through Mobile Publicity Vans.

Publicity and Propaganda Schemes in the II Five-Year Plan

8. (a) Publication of Mysore Information Bulletin, Mysore Vani and other publications.

(b) Participation in various Exhibitions.

(c) Tours of Journalists.

9. Releasing advertisements of all Government Departments and Government-owned concerns to newspapers and magazines, etc.

Press Releases and Abstract of News

**1806.** (i) The News Section was busy throughout the year in releasing to the Press, Press Notes and News Items daily containing important decisions of Government.

(ii) Local and outside papers in English, Kannada and Urdu are scrutinized by the Press Section of the Department. All important day-to-day topics and news relating to politics, education, food and economic conditions etc., are abstracted from these papers and submitted to Government for information. These abstracts are divided into two groups. The first group consists of an abstract from all English papers, local and outside, and the second group comprises an abstract from papers published locally in Kannada and Urdu.

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Photo Coverage

**1807.** The Photographic Section of the Department covered all important functions wherein the Ministers and high dignitaries participated. Necessary arrangements were made to cover satisfactorily all such functions and to furnish photographs thereof to the Press within the shortest possible time together with a handout, whenever necessary.

Liaison between Government and the Press

**1808.** The Department made all possible efforts to create and maintain amicability and harmony between the Press and the Government. The Department extended all possible assistance and facilities to the Press.

**1809.** Arrangements were made to invite the press representatives to press conferences whenever it is desired by any Minister to hold a conference. A separate list of invitees to the press conferences is maintained in the Department.

Community Radio Scheme and Schemes of Village Broadcasting by means of Radio Receiving Sets

**1810.** Installation of Community Radio Sets in villages to keep the villagers apprised of the first hand information relating to rural uplift is also one of the important functions of this Department.

**1811.** At the beginning of the year there were no sets in the Districts of Belgaum, Bidar, Bijapur, Dharwar, Gulbarga and Karwar (maintained on contributory basis). One hundred sets were installed during the year. The Government of India had supplied two hundred sets under 50 per cent subsidy scheme in November 1957. The maintenance of the sets is being done by the Technical Staff posted in the Districts.

Mass Communication Scheme and Scheme of Film Publicity through Mobile Publicity Vans

**1812.** Under the Mass Communication Scheme, the Mobile Publicity Units continued to function in the Districts of Belgaum, Bijapur, Dharwar and North Kanara. The scheme to set up similar units in other parts of the State was under consideration of the Government.

**1813.** The Regional Publicity Officer, Dharwar, continued to supervise the work of the District Publicity Units in the above Districts.

Publicity and Propaganda Schemes in the II Five-Year Plan

**1814.** Mysore Information Bulletin :—The publication of this monthly journal in English was continued during the year. Efforts were made to make it more attractive and informative by publishing useful material and pictures of interest in it. In order to meet greater demand, the print order of the journal was raised from 2,000 to 3,000 copies.

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**1815.** Mysore Vani:—This Kannada Fortnightly also continued during the year. Care was taken to publish in it more informative and educative articles on agriculture and rural development, so that it might be of greater use to the rural populace where it is widely read. Two special features, *viz.*, Community Development news and articles of tourist interest were introduced in the journal during the year.

**1816.** Other Publications:—Two publications, *viz.*, Health Units in Mysore and Poultry Farm, Hessarghatta were compiled during the year. At the close of the year they were under print.

Exhibitions

**1817.** During the year, the Department participated in four Exhibitions held in Bellary, Mysore, Bangalore and Hubli. Photographs, charts, models, etc., on Agriculture Industries, Education, Health and Tourism were displayed in the Exhibitions and publicity material on Five-Year Plans was distributed free of cost to the visitors. The departmental stalls attracted thousands of people and it was a great success.

Tours of Journalists and Tourist Propaganda

**1818.** Folders like " Mysore Calling " and Handbooks like " Handbook of Mysore " were prepared and distributed freely. Expenditure was incurred in respect of arrangements of tours to important tourist spots of Mysore by providing conveyance or guides, as the case may be, to tourists.

Government Advertisements

**1819.** Advertisements of all Government Departments and Government Industrial concerns are released by this Department to newspapers and periodicals, etc. This is done in accordance with the scheme drawn up and approved by the Government at the beginning of each financial year. Grants of various Industrial Concerns are ascertained by this Department and proposals are sent to Government for approval with regard to quota of advertisement distributed to the various newspapers.

Publicity Material from Government of India

**1820.** Apart from this, films, posters and other publicity materials were being received throughout the year from the Government of India. All the publicity material was sent to the District Publicity Officers for wide publicity. The District Publicity Officers made necessary arrangements to screen the films free of cost in the Cinema houses.